

Message for Rush, Sonya

From: Shanna BERK  
Date: Thu, Nov 9, 1995 6:00 PM  
Subject: Re: FW: VS Media One  
To: Rush, Sonya  
Cc: Buehler, John; Scott TEGETHOFF; Bonnie TIMMINS

Hi Sonya:

To answer your question, please see the charts below:

|             | 1995  | 1996  |
|-------------|-------|-------|
| # of Stores | 1,288 | 2,597 |
| # of TA's   | 10    | 21    |

| 1995 Markets Supported | 1996 Markets Supported |
|------------------------|------------------------|
| Harrisburg             | Detroit                |
| Richmond               | Pittsburgh             |
| Raleigh/Durham         | Baltimore              |
| Charlotte              | Lake Charles           |
| Nashville              | Los Angeles            |
| Jacksonville           | Jacksonville           |
| New Orleans            | Chicago                |
| Lake Charles           | Birmingham             |
| Dallas/Ft. Worth       | Houston                |
| Pittsburgh             | Jackson                |
|                        | Dallas/Ft. Worth       |
|                        | New York               |
|                        | New Orleans            |
|                        | Knoxville              |
|                        | Tampa                  |
|                        | Washington, D.C.       |
|                        | Atlanta                |
|                        | Raleigh/Durham         |
|                        | Columbia               |
|                        | Richmond               |
|                        | Charlotte              |

NOTE: THE EMPHASIS IN 1995 WAS TO BE ACTIVE IN THE 12 MISTY DEFENSE MARKETS (THE EXCEPTIONS WERE HAWAII AND TOLEDO WHICH DID NOT HAVE STORES FOR THE PROGRAM). IN 1996 THE EMPHASIS SHIFTED FROM MISTY DEFENSE TO VIRGINIA SLIMS MARKETS. PLEASE NOTE THAT THE FIVE 1996 MISTY DEFENSE MARKETS WILL BE SUPPORTED AS WELL (WITH THE EXCEPTION OF HAWAII).

Sonya, I would like to answer your efficiency question in regard to Media One, however, a little research is needed. Please let me get back to you shortly on the answer to that. My overall assumption is that Media One is a very efficient vehicle on a CPM basis.

Please let me know if you have any other questions.

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Shanna

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